Philip Morris Promotional Fulfillment

Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: [illegible] / 31 / 95 UPC Size %: 80 UPC CODE: _____

Prepared By: [illegible] Ext: _____ OVERNIGHT DELIVERY: ☐ YES ☐ NO

Send UPC To: Name: [illegible] Address: _____

Company Name: [illegible] City/State/Zip: _____

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: [illegible] Program: [illegible] POS # [illegible]

Program Description: (Please Be Specific) FSI in Atlanta Fall [illegible]

Audience Reached: ☐ Offensive ☐ Defensive ☐ Both

Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Sweepstakes Entry? ☐ Yes ☐ No

Capture Names?: ☐ Yes ☐ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Is this a (check one) ☐ Serialized Coupon ☐ Non-Serialized Coupon ☐ Sticker

Distribution Date: 7 / 16 / 95 Expiration Date: 9 / 30 / 95 Estimated Coupon Redemption Rate: ____ %

Total Circulation: 757,000 Max. Redemp. Cost/Coupon: $ ____ %

Will Coupons /Stickers Be Distributed:

☐ Nationally
☐ Regionally (see below)
☒ Specific Markets (see below)
☐ On a Test Basis

Will the distribution include military?
☐ Yes
☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)
☐ Magazine Tip-In (002)
☐ Magazine Special Unit (003)
☐ Control Circ. Magazine (004)
☐ ROP/Newsp. Single (005)
☐ ROP/Newsp. Co-op (008)
☐ Sunday Supp.-Single (007)
☐ Sunday Supp.-Co-op (008)
☒ FSI Inserts - Solo (010)
☐ FSI Inserts - Co-op (011)
☐ Hand Distribution (012)
☐ Retailer Coupon (013)
☐ Direct Mail - Solo (014)
☐ Direct Mail - Co-op (015)
☐ In-Pack-Own Product (016)
☐ ON-Pack-Own Product (018)
☐ Immediately Redeemable (020)
☐ All Other: _____ (025) Please Explain

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 2.00

Terms of Offer: (Describe completely) [illegible]

Discount Offered: _____ % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F ☐ B2G 50¢ Off ☐ $1.00 Off Carton ☐ $2.50 Off Carton ☐ Other - Provide Details Above
☐ B2G1F ☐ B3G 50¢ Off ☐ $1.50 Off Carton ☐ $3.00 Off Carton
☐ B3G1F ☐ Free Pack ☒ $2.00 Off Carton ☐ Checker Intervention

FOR COUPONS ONLY

Distribution break by PM Region: **Distribution break by Market**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

Approvals

Brand/Military/Sales: _____ **Date:** _____

Purchasing: _____ **Date:** _____

Market Research: _____ **Date:** _____

Finance: _____ **Date:** _____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41082-04675

Date Assigned: 4 / 3 / 95 Assigned By: Laura Blackwell

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F PM USA/REV 9/94

2071414154

Source: https://www.industrydocuments.ucsf.edu/docs/nslm0004

INSTRUCTIONS

1. **REQUESTER (BRAND, MILITARY, OR SALES):**

   Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. **PURCHASING:**

   Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. **MARKET RESEARCH:**

   Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. **ACCOUNTING:**

   Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.

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#4003B
PM USA/REV 9/94

Source: https://www.industrydocuments.ucsf.edu/docs/nslm0004